

INFORMATION LETTER

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NATIONAL CANNERS ASSOCIATION

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Marketing Order Provisions Opposed by N.C.A. in Senate

Exemption of canning crops from the marketing order, marketing quota, and price support provisions of the Administration's omnibus farm bill, S. 1643, was requested by the N.C.A. in testimony before the Senate Agriculture Committee on May 17.

The formal presentation was, in most respects, identical with that which the N.C.A. presented on May 5 to the House Agriculture Committee on H.R. 6400, a companion bill (see INFORMATION LETTER of May 6, including Supplement). The same two witnesses appeared: Norman W. Merrill, Blue Lake Packers, Inc., Salem, Ore., and Edwin C. Kraus, Big Stone Canning Co., Ortonville, Minn. They were assisted by H. Thomas Austern, N.C.A. Chief Counsel, and Dr. Howard L. Stier, Director of the N.C.A. Division of Statistics.

A number of canners, who had come to Washington to attend the spring meeting of the N.C.A. Board of Directors, were present during the Association's testimony which lasted almost two hours.

Hearings on the Administration's farm bill will be concluded by the Senate Agriculture Committee on May 25 and by the House Agriculture Committee on May 26.

House Votes 25% Increase in FDA Appropriations

The House on May 17 passed and sent to the Senate the bill H.R. 7035, making appropriations for the Departments of Labor and HEW including the Food and Drug Administration. For the coming fiscal year the bill provides \$23,580,000 for salaries and expenses of the FDA, an increase of \$4,732,000 over appropriations for the current fiscal year.

The House Appropriations Committee, in approving the budget request for that amount, said that the budget was prepared in line with the recommendations of the Citizens Advisory Committee report of 1955. Also, the Appropriations Committee again repeated its recommendation that a new study be made.

Referring to the Citizens Advisory Committee, the report of the House

Board Establishes Research and Economic Bodies; Hears Discussion on New Frontier Program Impact

The N.C.A. Board of Directors at its midyear meeting in Washington May 18-19 seriously considered the "New Frontier" of the current Administration and its impact on the canning industry both legislatively and administratively. Reports to the Board on legislative developments were made by Luke F. Beckman, Chairman of the Legislative Committee, and on the economic impact on the canning industry by Carlos Campbell, Executive Vice President and Secretary.

The Board approved the establishment of an N.C.A. Research Foundation, as a division within the present N.C.A. Laboratories, to promote and conduct fundamental research of direct interest to the canning industry over and above that which can be directly budgeted with the available N.C.A. budget funds. Outside money will be sought to finance this additional research. N.C.A. Laboratories now have in progress four such projects of direct interest to the industry with financial support from the National Institutes of Health and the Atomic Energy Commission. The plan for the Research Foundation is designed to be a more effective manner of administering such research.

The Board also established the Office of Economic Counsel of the Association, to be appointed by the President with the advice of a new standing committee, the Committee on Economics. President Hemingway announced that Carlos Campbell would be appointed to that position on his retirement September 1. The Economic Counsel will perform duties, make surveys, and prepare studies and reports for the industry. Mr. Campbell outlined his plan for carrying out the responsibilities of that position, including the preparation of material for local meetings, for Congressmen, for canner-grower meetings, and messages to farmers and farm organizations.

Following a review of the Association's income and expenditures by Norman Sorensen, Chairman of the Finance Committee, the Board approved three increases in the 1961 budget totaling \$22,764 above the budget as recommended at the Convention meeting in January. Mr. Sorensen reported that both receipts and expenditures are running ahead of the same time last year. The proposals for increases in the 1961 budget were presented by A. Edward Brown, Chairman of the Administrative Council. The increases are for \$11,764 for the budget of the Research Laboratories, principally for completing the retort survey program and for further study of processing of tomato products; \$8,500 for C.&T.R. activity in the labeling program; and \$2,500 for additional travel funds for the office of the Executive Vice President.

Appropriations Committee stated, in part:

"This was an excellent Committee and they made an excellent report; however, as was pointed out in the report on the Labor-HEW bill for 1961, this advisory committee's report is now sadly out of date. There seems to be complete agreement on this by the Secretary's Office, the Food and Drug Administration, and the experts in this field outside of the federal government. The Committee is therefore hopeful that a new study will be made without further delay."

H.R. 7035 also provides \$1,750,000 for construction of an animal and laboratory building for the FDA research program, for which plans and specifications are being prepared.

In other actions the Board—

Elected Milton E. Brooding, California Packing Corporation, San Francisco, Calif., and P. H. Paulson, Morgan Packing Co., Inc., Austin, Ind., to fill vacancies on the Executive Committee. They were nominated by a committee appointed by President Hemingway and consisting of Edward C. Steele as chairman, Charles Bailey, Charles W. Gardiner, Gary S. Morgan, and A. H. Randall.

Received the report of the Officers that they had chosen Chicago as the location of the 1963 Convention. The announcement was made by President Hemingway, who reported that careful consideration had been given to all factors including a survey of the N.C.A. membership and the opinion and wishes of the Canning Machinery and Supplies Association.

Approved a recommendation of the Trustees of the N.C.A. Retirement Plan that arrangements be made with the Harris Trust and Savings Bank of Chicago for the deposit, safekeeping,

investment and reinvestment of the funds of the retirement trust.

Approved the seating of J. M. Glick, B. E. Glick & Sons, Corning, Calif., as a member of the Board representing the olive industry.

The Board actions were taken at an executive session on May 19. On the preceding day, the Board meeting was opened with the presentation of the 1960 national Canning Crops Contest award to Alvin W. String, Jr., of Harrisonville, N. J. Senator Harrison A. Williams, Jr., presented String with the N.C.A. bronze champion's plaque, complimenting his achievement of the first place over 350 competitors. String won the prize for his record in growing nine acres of tomatoes for the California Packing Corporation plant at Swedesboro, with a total yield of 217.46 tons or an average of 24.17 tons per acre. Following String's acknowledgement, in which he said that "A boy's best friend is a tomato," Senator Williams also presented a Certificate of Merit to James F. Foote, of Mullica Hill, N. J., the fieldman for Calpak

who had counseled String in his project.

Honoring the fieldmen, President John C. Hemingway, said: "The continuing improvement of mutual understanding and cooperation between growers and canners rests largely with the canner's fieldman and his close relationship with our raw products producers. This we need for the continuous production of safe, wholesome, quality packs. We consider the fieldman the key in the successful continuation of our Annual Canning Crops Contest, designed to stimulate the interest of young folks in the values to be gained by producing a crop for the canning industry, as well as the future gains they can enjoy by taking up a career related to canning. We look to our fieldmen also for maintenance and good canner-grower relations and to stimulate research in raw products and growing techniques." Similar certificates were mailed to the fieldmen who advised the four regional winners of the 1960 Canning Crops Contest.

Young String was lionized in other ways during his Washington visit. Besides receiving the plaque he had audiences and press photos with Senator Clifford P. Case of New Jersey and his Congressman, The Honorable William T. Cahill.

The Past President's Scroll was presented to Milan D. Smith by Mr. Brown who read the text to the meeting. This consisted of the Resolution of appreciation for Mr. Smith's accomplishments as 1960 President, passed at the Convention (see INFORMATION LETTER of Jan. 31, page 16).

Stary Gange, former olive canner, now professional lecturer, guest speaker at the Board's luncheon, included comments corroborating Mr. Campbell's views, saying that "Individual liberty, plus freedom of choice in the market place, have given Americans the highest living standard in the world. He asserted that with less than 10 percent of our population on the farm we still have an over-abundance of foods, whereas in Russia, where more than half the population is farming, and in Communist China with two-thirds of the people growing food crops, shortages are the order of the day. The U. S. canning industry, strengthened by the wonderful work of the National Canners Association here in Washington, has given America the best and safest food and the widest distribution that you can find in any country on earth."

Final item on the first-day program was a report by James C. Scully, president of Allied Food Services Corpora-

The Carlos Campbells are shown here holding an artist's rendition of the greenhouse that will be purchased and installed at their home as a memento of Mr. Campbell's many years of outstanding service to the N.C.A. and the canning industry. The picture was made at the official ceremonies presenting the gift.



tion, on the program he has worked out for the Use of Canned Foods in Industrial In-Plant Feeding under the Civil Defense Program. Mr. Scully has been conducting surveys of institutional market opportunities for canned foods under the current Consumer and Trade Relations Program of the Association.

In recognition of the fact that this Director's meeting is the last during Carlos Campbell's term as executive head of the Association, since his retirement is scheduled for September 1, two special presentations in his honor were made.

The Forty-Niners, with their president, E. E. Judge, as spokesman, presented Mr. Campbell with a silver punch bowl and full accessories. The Association, with Don P. Loker as master of ceremonies, announced the gift of a greenhouse for the Campbell home in Arlington, "upon the occasion of Mr. Campbell's retirement, as a token of the entire canning industry's warm affection, honor, and esteem." Appropriate acknowledgment of both presentations were made by Mr. and Mrs. Campbell.



Senator Harrison A. Williams, Jr., of New Jersey (left) presents the N.C.A. bronze championship plaque to Alvin W. String, Jr., 19, of Harrisonville, N.J., national winner of the 1960 Canning Crops Contest, as N.C.A. President John C. Hemingway looks on. The presentation was made at the luncheon meeting of the Board of Directors, Administrative Council and guests May 18.

Presentation of Canning Crops Contest Award

**By The Honorable
Harrison A. Williams, Jr.,
Senator from New Jersey**

It is a pleasure to join with the National Canners Association in paying tribute to a fellow citizen from the Garden State and on a day like this we residents of the Garden State should be particularly mindful of the role that agriculture plays in our relatively small but very varied state.

The farms we see briefly from the turnpike or parkway in New Jersey contribute much to our economy and to our food baskets at the supermarket. The statistics of canning alone are impressive. I am told that New Jersey's 44 canning plants produce annually about 60 million cases of canned food with a retail value of over \$350 million. We were third in the nation in the canning of asparagus, cranberries, tomatoes and tomato products.

In other words, we are learning new techniques in productiveness every year. This is particularly important in a state where old farm land is taken every year by new suburban developments or outlying industry. We have to produce more for our growing population and in some crowded parts of our nation we have to produce certain kinds of crops on fewer acres.

Alvin String has certainly met the test of productiveness. As a part-time farmer's helper during summer vacation in my youth I learned a little bit about what it takes to produce on a farm. As someone who has tried on occasion to raise a few backyard vegetables I appreciate the skill of anyone who can do as Alvin has done.

Alvin, I am happy to learn that your nine-acre crop has yielded such rich returns. I understand that you were chosen as a finalist in a field of

nearly 350 entries from 17 states and that you received the award because of your farming know-how, your skill and management, and the quality and quantity of your crop. In addition, you have proven over the years that you were the kind of citizen who can participate in school and community activities.

I'd like to join with your proud neighbors from Gloucester County and your good friends from throughout New Jersey in telling you that we are proud that we can share in your achievement today. It is a privilege to present this plaque to you.

Acceptance of Canning Crops Contest Award

**By Alvin W. String, Jr.,
Winner of the 1960
Canning Crops Contest**

Thank you very much, Senator Williams. It is a great honor to be present at this Board of Directors luncheon of the National Canners Association, and to receive this plaque from you as being the national winner of the Canning Crops Contest sponsored by the National Junior Vegetable Growers Association and the National Canners Association.

Right now I feel that a boy's best friend is a tomato. You know, my

nine acres of tomatoes is what helped me win this prize.

I will always treasure this award and all the prizes which I have won as Canning Crops Contest winner.

At this time I would like also to thank the National Canners Association, the New Jersey Canners Association, the Tri-State Packers Association and the California Packing Corporation for everything they have done for me. Once more I would like to thank you very much. I will always remember you wonderful people. God bless all of you.

The Impact of the Administration's Programs on the Canning Industry

**By Carlos Campbell,
Executive Vice President,
National Canners Association**

The question is not, "Will the new Administration attempt to regulate industry?" but, "How far will its control schemes go?" Many of these questions cannot be answered until Government programs are announced and legislation requested to implement them. Some Administration bills dealing with subjects of major interest to canners have already been submitted to Congress, and have been reported to the membership. Some of the Government's administrative programs will disclose the attitudes of Government regulatory agencies toward certain industry pricing policies. The questions, to whom the consumer should look for protection and in such protection a proper Government activity are pertinent.

Businessmen have inherited a reputation from centuries ago of using their economic power to exploit most everyone with whom they deal—principally labor and the consumer. This is a reputation they do not deserve. In fact, there is some doubt whether or not they should ever have been criticized to the extent they were as being responsible for the poverty of the working class and the low level of real income for the consumer groups. The fault lay more in the tradition-bound system of that medieval era.

In the process of economic evolution during the 17th and 18th centuries a way was found to permit men to satisfy their own selfish desires and at the same time insure an equitable distribution of the fruits of society's production. The market, with its checks and balances, operated by the "unseen hand," is a simple yet mysterious system that automatically insures the consumer a fair break. During the 200 years society has operated under the market system, there has been more progress than in all previously recorded history. Associated with this unprecedented growth has been a corresponding increase in individual freedom. Thus, is there any wonder that we should constantly strive to preserve the market system, with such adjustments as changing conditions warrant?

Price is the econostat which regulates business society. Price, which in a free competitive market reflects the balance between the supply being offered for sale and the buyer's willingness to purchase, also provides the stimulus for the production of more supply, or when it declines, provides the discouragement for such production. These adjustments are finest when competition is less hampered as is the case in the market where a

large number of small sellers offer their products to a large number of small buyers. The ideal of perfect competition of a true market was probably never achieved. Regardless of the degree of perfection of the market set-up, its purpose, its chief objective, is to provide the maximum amount of protection to the consumer.

There is considerable debate over the question of the nature of competition in today's market and also the degree to which price effects control of the various functions within our economic society. Some question whether or not the consumer gets a fair break under the market system as it is now being operated. Those who would indict today's market system point to the concentration of production in the hands of a relatively few large producers, creating, they charge, what amounts to a monopoly. Selling prices of products, the supply of which is thus controlled, are not true market prices in the classical economic sense, but are prices calculated by professional managers of these large suppliers and administered by them. The charge is further made that administered pricing is destructive of competition and without competition the consumer's interests are not adequately protected in today's market.

This raises two very important questions with which this industry must deal. The first of these is the attitude of the Federal regulatory agencies toward administered prices and price leadership. Businessmen who are faced with the problem of survival in a highly competitive market have their own troubles regarding the degree to which prices may reflect supply and demand conditions, and also the degree to which those prices control production policies. The confusion which arises from Administration spokesmen contending that competition is no longer operative in the market while at the same time the Federal Trade Commission and the

Department of Justice are redoubling their efforts to maintain competition, is causing much concern among canners. How these two apparently paradoxical attitudes may be reconciled and how the revealed attitudes of the regulatory agencies may affect canners is of great importance.

The other point is of equal importance to canners, but has not yet reached the stage in its development that would warrant present discussion. I have reference to the administration's special emphasis on consumer protection. The canning industry is familiar with Food and Drug's role in protecting the consumer against unwholesome food or drugs and cosmetics that may be injurious. Canners are also familiar with Government efforts to protect consumers against misleading and fraudulent advertising, and certain other sales practices wherein the objective is to insure truthful representation of the product to the buyers. To extend Government protection of the consumer in the economic field beyond those, however, is an indictment of the effective operation of the market system. Canners as well as all other businessmen should, therefore, be concerned with this Administration's experimentation in that area of consumer protection.

Canners, in fact, have more reason than other businessmen to be resentful of the Administration's establishment of consumer counsels to advise and protect the consumers of canned food. The canning industry's performance is a perfect example of how the consumer obtains maximum protection from the operation of the market system. Canners' methods of producing and selling have been adjusted to the changing economic conditions with the result that competition is as effective today in protecting the welfare of the consumer as it was 50 years ago.

This Association would do well to give more time than is available at this Board meeting to a discussion of this all-important subject. I would suggest that consideration be given to its special treatment at the next Canners Convention.

Use of Canned Food for Industrial In-Plant Feeding under the Civil Defense Program

**By James C. Scully, President,
Allied Food Services Corp.**

Like everyone else, at one time or another we have thought about what we might do if an enemy attack caught us in our offices. Like everyone else, we have brushed the thought from our minds and gone on to something more pleasant. Yet, when the OCDM sirens wail we have to face the reality that taking shelter under real attack conditions is not likely to be a 10-minute exercise. If 5 days, or 10 or 15 days

were to elapse before we could safely emerge into the outside world what would we use for water, for food? What will support the morale of the men and women in shelters so that they might return at the first opportunity to begin the job of rebuilding the damage which inevitably they must find about them?

Many, like ourselves, have toyed with a variety of notions but none of these half-thought-through ideas, as we know now, would have solved our problems, kept us in health or provided

us with the strength and stamina required under stress.

Our education began when one of the executives of the food service staff of the New Jersey Bell Telephone Company called in early February and asked us what we knew about disaster or emergency feeding programs in industrial plants. They had a project involving the feeding of highly trained technical men and executives for a period of 14 days in an underground shelter and wanted all the experienced help and advice they could get. Although part of our job is to develop and test specialized menus for use in the public feeding field, we found, after a little research, that we never before had been asked to assist in formulating a feeding program with the complexities of this one.

We also found that New Jersey Bell Telephone was not the only large corporation that had been stymied by the problem. Some, it turned out, had bought thousands of dollars worth of food, stored it, then had to throw it away as it spoiled through age. Others had developed make-shift programs that, on examination, would not meet the minimum requirements of an emergency feeding program. Still others—and these were in the majority—had programs still in the talking or planning stages but nothing was being done; first, because there was no pressure or feeling of urgency behind the program; second, because the costs and the possibilities of waste appeared to be excessive; and third, because there were no good examples or guideposts to follow. However, all were interested in finding a solution to the problem.

It became apparent that New Jersey Bell was exploring in virgin territory for answers that could have a far-reaching effect upon the defense feeding programs of hundreds or even thousands of corporations outside of the Bell System. It was also obvious that they would have to start from scratch. We consulted with N.C.A. and were given the green light to go ahead with all necessary assistance as part of your Consumer and Trade Relations Program. New Jersey Bell was extremely happy with this decision. We promptly sat down with them to work out a set of guiding specifications. As it turned out, this was simple enough to do as the objectives of the program had been clearly spelled out by the top executives responsible for the over-all program.

The specifications that evolved were these:

1. The feeding program should be designed to provide between 1800 and 2200 calories per man, per day, for a minimum of 14 consecutive days. It should be so planned that if the duration of the emergency were to be extended the food supply could be retained on a predictable, controlled basis.

2. Although this pilot project involved only 100 men, it should be so designed that it could be expanded to feed 1000 or even 10,000 simply by multiplying 100 by the appropriate factor.

3. For this project, the total space for food preparation and service could not exceed 71 square feet, and the total space for food storage and handling for 14 days could not exceed 900 cubic feet. Under such circumstances space utilization had to be planned to a fraction of an inch.

4. A deep artesian well supplying 250 gallons per minute, completely shielded from the dangers of radiation or fallout, was available for this prototype project. But because this happy circumstance probably would not prevail elsewhere, this menu had to be planned to utilize the minimum amount of water. In fact, if usable water for any reason ceased to be available, the food program had to be so designed as to get along without it by providing all the primary liquid needs within the foods themselves.

5. The entire below-ground space of 3,500 square feet was to be air-conditioned, but because filtered fresh air would be a rare and valuable commodity it could not be contaminated or wasted. Thus any form of cooking requiring combustion was out of the question. If power was available then electrical heat could be used, but if not, then all selected foods should be edible in their unheated state.

6. Emergency electrical power is to be supplied by a 125 kilowatt generator, but there are so many other vital uses for the power that cooking in the strict sense of the word would be impossible. This meant that conventional cooking methods could not be used. Something new had to be devised.

7. Because the planned for emergency was unpredictable and might, hopefully, never arise, it was essential that the food inventory would always be available upon a second's notice, and in "top" quality condition. To achieve this required that the inventory be turned over at frequent intervals. Just to be sure that this would happen it was decided that the inventory should be 100 percent usable by New Jersey Bell's regular in-plant restaurant kitchens. In this way any chance of waste would be eliminated and the investment would become part of the regular employee feeding program. Under such conditions, the argument that emergency feeding tied up large sums of money would have no validity.

8. Since it would be impractical to maintain a standby staff of trained cooks or kitchen help the menu had to be built around foods that anyone could prepare from simple, written instructions—or, indeed, no instructions at all.

9. Research had revealed food costs in other programs ranging from \$3.50

upward per man, per day. This appeared to be excessive. It was agreed that every effort should be made to keep costs at reasonable levels since, if this were to become a successful prototype program, it had to begin by overcoming the objections of cost-conscious comptrollers or budget committees.

10. As to the menu itself, there were some special problems of health and the psychology of men under stress that had to be dealt with.

Under the direction of the company's medical advisor, a food program had to be devised that recognized that tensions create unusual dietary problems.

For example, larger than normal amounts of Vitamin B are sure to be required. Many people under tension become compulsive eaters, others feel the need to drink, or chew or smoke continuously. Furthermore, the health patterns of people in their early to late middle ages are widely varied. Bodily weaknesses might easily become accentuated if dietary changes were too fixed or too radical.

The men to be fed under this prototype project are highly trained technicians and executives. Their counterparts are to be found in every corporation. They are the men at the working level upon whom their company's well-being and our country's welfare depend. Under disaster conditions these men have a trying job. They must be alert, resourceful and efficient even while they are laboring under unaccustomed stresses, beset by worries over the welfare of their families and faced with the uncertainties of an unknown future.

No one pretends that food will solve all of these problems, but at the same time few will deny that men sure of an adequate supply of water and a sound, if limited diet, will maintain a higher level of efficiency and morale than if their food and water needs are left to chance.

If water and calories are man's only requirements then water and a chemical compound of all essential nutrient components would be enough. But there is another side to the coin. In this problem we are dealing with adults with well established habits of eating to which their bodies have become accustomed. Now, we are assuming that in a matter of minutes or hours they may be precipitated from the habits of a lifetime into a world of incredible turmoil and uncertainty. At the same time we are asking that they perform their tasks with skill and energy. It can be argued with justice that in times of disaster we must get along with any food that insures survival. But this overlooks the fact that these men, important to our national survival, will be living for a time under stresses which they have never experienced and for which they have no training or preparation.

Even though these men may have worked side-by-side for many years, in this new underground environment they are strangers. Their reactions are unpredictable.

It is true that a few people have fared very well for limited periods of time upon diets consisting solely of a single nutritionally complete food. It is open to question that a large and varied group of adults could duplicate their performance; or that a group of technicians could operate at full efficiency for 14 days dependent solely upon one single chemical or food compound, no matter how nutritious.

It was agreed that special foods containing all the elements essential to proper nutrition should play a part in the program but that they would be used as supplements and that the program would in no sense be made dependent upon them.

It was regarded as basic that the menu ultimately evolved would be so designed as to minimize the shock of sudden changes in living and eating habits. Monotony was to be avoided and a relationship with present eating habits must be maintained.

From this description of the specifications you can see why at the outset I described this as a complex job.

Planning a chain restaurant or in-plant menu is child's play compared to this. It is a great compliment to the skill and patience of the food management staff of the New Jersey Bell Telephone Company—Mrs. Ruth Thompson, Mr. Benjamin Hawkins and Mr. J. R. Worth, Operator's Quarters Supervisor—that this job was completed with such understanding and dispatch.

We began our contribution by preparing a 14-day master menu to include breakfast, lunch and dinner and three snacks each day. Each daily menu had to meet all of the specifications as outlined.

While this was in preparation the staff at New Jersey Bell was researching various food possibilities ranging from freeze-dry eggs to steaks and canned bread and cakes. Others, on our staff, were looking for a solution to the problem of preparing and holding warm food without consuming excessive amounts of power. We finally found the answers by utilizing three Corning Electromatic Skilletlets in tandem. This remarkably efficient unit, taking up a space no more than 20 inches by 30 inches, proved to be able to cook, warm or hold all types of foods more effectively than any steam table we had ever seen. It was literally a kitchen that could be picked up and carried around by one man. I have a picture here of the unit as we used it in our office. This is a makeshift, of course. Corning is not in production on such a unit nor are they apt to be until their research and development people finish their work. However, they gave us permission to

experiment with this prototype and its performance exceeded our expectations.

As an unexpected sidelight of this experiment, we not only proved that any inexperienced number of our office staff could prepare a suitable meal from canned foods without training. We even went further and proved we could make gourmet meals. We now have a number of menus consisting of soup, an entree and dessert which will rival the products of the average restaurant. In effect we have proven that with a suitably designed canned food menu and three Corning Electromatic Skilletlets you can be your own in-plant caterer.

At the outset they decided that the metal can was the ideal container for their purposes. Its value as a protective container had been conclusively proven at the tests conducted by the Federal Civil Defense Administration at the test site of the Atomic Energy Commission in Nevada on May 5, 1955. It was decided, therefore, that no matter what foods were ultimately chosen, they would be packed in a metal can as a first choice, or in a sealed aluminum foil packet or envelope as a second choice.

Sample foods of many kinds were submitted to New Jersey Bell. There they were tested by the staff and the most suitable candidates for future use were set aside for taste tests which were conducted on two separate occasions and to which a wide variety of experienced people were invited. At both tests OCDM executives were present.

The first test was conducted March 24 at which time we submitted our 14-day master menu plan. I hold in my hand a copy of this menu plan containing daily menus ranging from 2,020 calories to a high of 2,430 calories.

A 14-day cycle is not practical for a small food operation but this plan was created as a guide or a source book from which New Jersey Bell or others can build menus more nearly suited to the requirements of their individual operations. It was designed to illustrate the wide range of choice possible with all types of canned foods and to emphasize their versatility.

More than anything else, it served to prove that the rigid specifications of this assignment could be met.

And I show you now a menu that achieves variety at low cost, can be largely served hot or cold, can be prepared by amateurs without training, can be used with or without water, and can be prepared from foods stored, heated and served within the confines of the limited space provided.

The foods chosen are as close as possible to a normal diet pattern. The menu is planned so that it can be easily adjusted to serve 100 or any multiple thereof. All of the foods

have at least a year's shelf life even though it was finally determined that they would be replaced every six months. This was made possible because the food as selected was suitable for use by the present operating canteens.

From this point on, New Jersey Bell's competent staff went to work. They rightly believed that a shorter menu cycle was desirable for their purposes. They also wanted to select foods that were closely related to the popularity patterns in their own canteens. Furthermore, new food items were still under study. It was not until April 26 that the second and final meeting was held.

At this meeting the Corning Electromatic Skillet was demonstrated in the preparation of steaks, scrambled eggs and bacon, and beef stew—all products of the freeze-dry process. Here too, freeze-dry shrimp were served in a tomato sauce made from concentrated tomato juice. And, as a final summary of all the work that had been done, the New Jersey Bell Three Day Menu Cycle was presented.

It is complete with instructions as to portion size, preparation, number of servings and the proper paper service to be used. It is so designed that it may be fitted into a loose-leaf book for immediate reference. Everything that a person needs to know about each meal is complete on one page. This even includes instructions for clean-up and disposal.

Let me quote from the accompanying page of general information:

"1. The three-day cycle menu was chosen to simplify the ordering and storage of foods. The #1 and #2 daily menus are repeated five times and #3 only four times to cover a 2-week period. The portions will provide 2000 to 2200 calories per day per man and 80+ grams of protein to maintain mental alertness. The balanced menu variety was chosen from a list of high preference foods which meet approved medical standards.

"2. All foods included in menus do not require refrigeration and are purchased in small size containers so that after each meal there will be no food held over to become spoiled.

"3. Each meal is listed on a separate page and is to be followed in consecutive manner. Each portion size is to be adhered to in order to complete the menu in a fair manner for each person. Waste of food means shortage of food.

"4. All paper goods are figured carefully and should not be wasted. Paper toweling is for cleaning and washing of utensils.

"5. Disposal of all food waste and paper goods must be done properly in specially marked disposal containers for the protection of all employees. Empty cans must be prepared as outlined at the bottom of each menu page

and disposed of in the properly marked disposal container.

"6. Three Corning Electromatic Skillets are supplied for the necessary heating of foods. The temperature controls are clearly marked on each handle and must be carefully adhered to as outlined in the food preparation instructions.

"Alternate Preparations

"Should the water supply be cut off as contaminated or the heating supply become unavailable, satisfactory service of these menus may be prepared in the following manner.

"Vegetable juices may be drained and utilized in like quantities as water for the preparation of soups, potatoes, eggs, and shrimp and in place of drinking water. Fruit juices may be used for oatmeal and puddings in place of drinking water."

From our experience, one of the most remarkable aspects of this job is the fact that its total food cost is only \$1,698.69 or \$1.21 per man per day or roughly a third of the cost of other similar operations. Approximately 68 percent of this total has been spent for canned foods.

Out of 50 food items exclusive of gum and lozenges, 33 are canned foods. Other items are either packed in small foil packages or will be stored in cans.

Of the canned items 9 are fruits or fruit juices, 7 are vegetables, 8 are entree items such as ham, spaghetti and meat balls, chicken, bacon, tuna and shrimp, 4 are soups, 3 are bread or cake, and 2 are beverages.

No. 10 cans are used only for spaghetti and meat balls, corned beef hash and freeze-dry shrimp. Other can sizes range from 6 oz. cans for individual fruit juice service to 2½" or 303's.

The prevalence of retail size cans is no accident. Since waste had to be eliminated, the smaller cans were preferable to No. 10's. This is a condition which exists in many restaurants today and accounts for an indeterminable amount of small can sales. This, of course, is one of the things that makes it difficult to determine the true size of the market for canned foods in the public feeding field.

We believe that this defense feeding project at the New Jersey Bell Telephone Damage Appraisal Center offers a practical basis from which other programs can be derived and tailored to the needs of both corporations and public institutions. Russia is providing shelters for millions but there is no evidence to show that the food or water question has been given much thought. Every man for himself appears to be the Russian rule insofar as emergency rations are concerned. It could be that the health and mental

condition of the people who find the safety of shelter and then return to repair the damage of war is as important to our ultimate welfare as the victory itself.

In this assignment we have had a chance to stand looking over the buyer's shoulder. As a result we have made two observations that are important to you.

First of all, standard canned foods—vegetables, fruits and meats—are not sold, they are ordered: The market for staple items is taken for granted. If the order cannot be taken over the telephone it is hardly worth taking. If anyone had waited for wholesalers to make suggestions or recommendations they would have still been waiting.

But the new vegetable and fruit concentrates and freeze-dry product—that is another matter! Both canners' representatives and wholesalers showed real interest in selling and enthusiasm for these new products. They had worthwhile recommendations to make.

If it were not for the fact that re-hydration consumes an excessive amount of water, there would be a great many more of those products on this three-day cycle menu.

Here are some of the products which are now on the menu or are being considered for future use in everyday operations where water is plentiful:

First, is a sample can of liana, waterized shrimp. This freeze-dry product comes in a No. 10 can whose net contents weigh 13¼ ounces. Re-

constituted, these shrimp are the equivalent of 7 pounds of green, shell-on shrimp.

Here is a sample of instant pineapple juice crystals. The net weight of this can is 15 ounces. It makes 3.25 quarts of juice.

And lastly, here is a sample of freeze-dry steak and a beef stew with vegetables. They have real possibilities.

Our second observation is concerned with the matter of *quality*. This three-day cycle menu could have been a five-day cycle menu except that in the time allotted to the job, no one could find enough quality items of some of the other canned foods we suggested to complete the six meals required for the two additional meals.

We are certain that products of quality exist for every item on our 14-day master menu. The point is that they are difficult to find. The research job required is time-consuming and expensive. It should be easier to buy quality merchandise. There ought to be some better way to locate and determine the best products—particularly when you are willing to pay for them!

It is our conviction that canned foods have an important role to play in our civilian defense effort. The work done at New Jersey Bell points up the ability of canned foods to meet a stringent set of specifications. Our only suggestion is that more effort be made by individual manufacturers to exploit the advantages their products possess.

Sanitation and Processing Conferences Held

Two Sanitation and Processing Conferences were held for Maine canners on May 8 in Portland, and May 10 at Orono. These meetings were held in cooperation with the Maine Canners and Freezers Association, the Maine Sardine Packers Association, and the Maine Sardine Industry Laboratory.

The Portland meeting had a registered attendance of 63 persons representing 14 companies. The Orono meeting had a registered attendance of 67 persons representing 23 companies, the University, and the Sardine Industry Laboratory.

This was a continuation of the N.C.A. Canning Plant Sanitation Program inaugurated in 1958 to present conferences in all eastern and mid-western canning areas.

Conferences scheduled later this year in Virginia, Texas and Florida will complete the first over-all N.C.A. coverage in these areas. Following this, conferences will be repeated as

Conference on Retorting

N.C.A. will furnish instruction at a short course for retort operators to be held in Madison, Wis., June 7, in cooperation with the Wisconsin Canners Association.

The one-day course is designed for retort operators and cannery management personnel. The subject matter will include information on process determination, retort installation, retort operation, and processing of foods in glass containers. Instruction will be furnished by Gerald R. Bee of the Washington Laboratory and by personnel of the container manufacturers.

The course will be held in Room 205 of Babcock Hall at the University of Wisconsin, with registration at 9:30 a.m.

often as possible using new materials. Similar meetings have been held by the Berkeley Laboratory in Western areas for several years.

U.S. Canned Foods Included in Pilot Food Stamp Project

The Agricultural Marketing Service of USDA has published in the *Federal Register* of May 13 a regulation governing the pilot food stamp project which is to be operated in eight areas. In the regulation the "eligible foods"—for which food stamp coupons may be exchanged at retail stores—are defined as "any food or food product for human consumption except coffee, tea, cocoa (as such), alcoholic beverages, tobacco, and those products which are clearly identifiable from the package as being imported from foreign sources."

The AMS plans to compile a list of foods which cannot be purchased with food stamp coupons, and copies of these lists will be posted in the retail food stores participating in the program.

Over-all provisions of the food stamp program have been announced by USDA previously (see INFORMATION LETTER of April 22, page 156). The eight areas in which the pilot projects will be operated are Franklin County, Illinois; Floyd County, Kentucky; City of Detroit, Michigan; Virginia-Hibbing-Nashwauk area, Minnesota; Silver Bow County, Montana; San Miguel County, New Mexico; Fayette County, Pennsylvania; and McDowell County, West Virginia.

More Agricultural Research Urged by USDA Advisors

More agricultural research by the U. S. government is needed, in the view of the USDA's new National Agricultural Research Advisory Committee, which had its first quarterly meeting in Washington May 8-9.

The committee said that public welfare and national objectives justify a more important role for agricultural science in the total U. S. research effort than it now has.

Of more than \$8 billion currently appropriated for research by the federal government, less than 2 percent is for agricultural research. The production, processing and distribution of food, fiber and forest products provide jobs for more than one-third of the U. S. labor force, it was said.

Agricultural research in the United States is conducted by industry, state agricultural experiment stations, and the USDA in a balanced cooperative program. USDA's part amounts to slightly less than a fourth of the total effort.

Stocks of Canned Foods on May 1 and Season Shipments

(N.C.A. Division of Statistics)

			Supply		Canners' Stocks, May 1		Season Shipments to May 1	
			1959-60	1960-61	1960	1961	1960	1961
			(thousands of cases)					
Apples.....	Sept.	6/10	4,877	4,174	2,175	1,094	2,702	2,480
Applesauce.....	Sept.	actual	19,144	19,726	6,994	8,019	12,151	11,708
RSP cherries.....	July	actual	4,326	2,555	818	284	3,508	2,271
Pineapple*.....	June	actual	23,207	23,777	5,255	7,056	17,952	16,721
Pineapple juice*.....	June	actual	15,463	16,488	5,250	4,043	10,214	12,444
Lima beans.....	Aug.	actual	3,562	3,851	888	1,152	2,675	2,099
Beets.....	July	actual	11,379	10,300	3,630	2,737	7,749	7,563
Carrots.....	July	actual	4,425	4,787	1,911	1,944	3,514	2,812
Corn.....	Aug.	actual	42,823	37,374	10,060	8,291	32,763	29,083
Peas.....	June	actual	38,670	33,248	8,364	5,540	30,306	27,707

* Source: Pineapple Growers Association of Hawaii.

This research has made a major contribution to the safe, attractive and nutritious diet which at reasonable cost is available to the people of the United States. The committee said that increased support for this program is needed, for the reason that additional funds for research are a sound investment in terms of the value of speeded-up scientific progress.

The committee commended USDA for increasing the portion of its total funds spent on basic investigations and urged continued emphasis in that direction. It also urged wider publicity about benefits resulting from agricultural research, especially the

value of continued improvements in diet.

The new National Agricultural Research Advisory Committee was appointed by Secretary Freeman to give advice to USDA on research and service work and to help obtain the cooperation of producers, farm organizations, industry groups, and federal and state agencies in carrying out such work.

Members of the committee include Alfred J. Stokely, president of Stokely-Van Camp, Inc., Indianapolis, and D. F. McMillen, director of administration for Sunkist Growers, Inc., Los Angeles.

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